

# Rochelle Estrada

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## EDUCATION

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**William Paterson University, Wayne, NJ** May 2024  
*College of Arts, Humanities, and Social Sciences*  
*Bachelor of Arts in Communication*  
Minor: Public Relations

**William Paterson University, Wayne NJ** May 2025  
*College of Arts, Humanities, and Social Sciences*  
*Master's in Professional Communication*  
**GPA: 3.9**  
William Paterson University Maltese Awards for Outstanding Journalism Leadership, Outstanding Journalism Research, and Outstanding E-Newsletter

## RELEVANT PROJECTS

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**Audio and Radio Production** Spring, 2023

- Produced a 5-minute audio profile story package on an interview with Daysi Calavia-Robertson, a columnist for NJ Advance Media, about her local news coverage.

**Introduction to Public Relations** Spring, 2023

- Created a Pizza Hut Delivery Service Public Relations campaign to expand Pizza Hut's delivery options to reach the youth and African American families.

**Video Production and Editing** Fall, 2021

- Produced a video profile story titled Leathered Innovations: Profile Story on Janett Soto that was about Janett Soto's leathering business, Olivetree Leatherworx, and how it was founded during the pandemic.

## EXPERIENCE

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**Brave New Radio (WPSC-FM), Wayne, NJ** September 2023- Present  
*Morning News Anchor and News Writer*

- Reports national and regional news to produce hourly morning newscasts twice a week.
- Produces 4 broadcast news scripts for news anchors to read twice a week.
- Edits newscast audio files to complete prior to the radio station broadcasting its first news segment.

**The Beacon Newsletter, Wayne, NJ** September 2023- Present  
*Contributing Writer*

- Covers WPU campus news, including current events and rising trends.
- Interviews students, faculty, and employees to produce digital articles.
- Captures and edits images to use for articles on the Beacon website.

**Thesocialtalks,** December 2022 – February 2023  
*Journalism Intern*

- Authored 2-3 weekly articles on national news and trending topics for the digital news platform.
- Published 16 articles on world, health, opinion, sports, technology, and entertainment news.
- Analyzed audience engagement on social media and researched current events to write news stories.
- Collaborated with international journalism interns on proofreading articles resulting in ten stories a week.

**William Paterson University's Society of Professional Journalists, Wayne, NJ** August 2022- Present  
*President*

- Founded the first college journalism podcast for SPJ in the nation.
- Participates in media interviews with professional reporters and students to represent the chapter.
- Manages event planning for professional development and newsroom tours.
- Recruits students by organizing campus activities, resulting in a 10% membership growth by the end of the year.

## SKILLS

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- Audio Production: ZOOM H4n Pro, XLR Cable, Handheld Microphone
- Audio Editing: Adobe Audition, Audacity
- Video Editing: iMovie, Final Cut Pro, Adobe Premiere Pro
- Graphic Design: Canva, Adobe InDesign
- Computer: Microsoft Office (Microsoft Word, Microsoft PowerPoint, Microsoft Outlook), Google Docs, Google Slides, ProPresenter 7